



OK – on list approved with Marketing Plan 6/3/08

ORGANIZATION NAME Flathead CVB
 PROJECT NAME Association News
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED February 23, 2009

Approval Requested:

XXX Final

Preliminary

Project Overview

The Flathead CVB would like to use from our Group Marketing/Print Placement Budget to place an ad in Association News: March '09 1/6 page 4-color. This issue will be featuring editorial on Montana. Association News has a 40k+ circulation to association executives and meeting planners. This issue has bonus distribution in the AssociationForum of Chicagoland.

Note: The Flathead CVB did not have this magazine listed in the original marketing plan, thus this request...

Project Objectives

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination.*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Increase return visitation.*

Support of the FCVB Marketing Plan

This publication reaches national meeting planners, which is a defined target market for our group marketing.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

A.6.1: Refine Montana's Niche and "Brand" in the Meeting/Convention Market; Determine Feasibility of Enhanced Meeting & Convention Facilities

A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

Method of Project Evaluation

Quantifiable lead generation

Web Link Traffic

Budget

Association News: March '09 1/4 pg – 4c..... \$3,140 (Group Marketing/Print Placement)

Total Budget

\$3,140

Flathead Convention & Visitor Bureau

15 Depot Park, Kalispell, MT 59901

Phone: 406-756-9091 Fax: 406-257-2500

fcvb@fcvb.org www.montanaflatheadvalley.com